SWOT ANALYSIS OF HUMAN RESOURCE MANAGEMENT IN CULINARY SME IN MOJOKERTO REGENCY
(Study at Corn Rice Stall "Yoe Poek" Krapyak Kutogirang)

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Abstract: Human resources are the most important element in an SME ability to achieve goals and develop more broadly. This research aims to learn how to manage human resources to help SME achieve their goals. The research method used is a qualitative empirical study with data collection techniques through interviews and observation. The results of this research show that the strengths of SME are having loyal employees who develop human resources and have a sense of family; the weaknesses are the lack of clear career paths and job desks; the opportunity for employees to come from their own family and the surrounding community; and the threat is the lack of technology mastered by employees and succession. businesses that don't yet exist.

Keywords: SWOT analysis, HR, SME

INTRODUCTION

Resources are a component of a business or enterprise that help run and operate business trips to easily achieve goals. The resources referred to include natural resources, raw material resources, capital (financial) resources, infrastructure resources, and human resources (HR). Human resources, here called HR, are very important resources, and HR is the spearhead of implementing a business journey.

Even though other resources are good, if human resources are not good, then a goal will not run well because humans are the controllers or main users of other resources to run a business. Chris Manning et al. (2010) stated that the SME sector is part of the urban and rural economic system that has not received any economic access assistance from the government and has not been able to use the assistance that has been provided or has received assistance but has not been able to develop further.

Therefore, with all existing circumstances, business owners, enterprises, and SME should pay attention to their human resources, be it sector, welfare, family, rights and obligations, etc. Micro, small, and medium enterprises (SME) have a big role in the foundation of the Indonesian
economy because they greatly influence the wheels of the economy from the very beginning. Therefore, the existence of SME must be supported by several programs that aim to develop them better, both from the government and the private sector. SMEs produce several consumer goods that have the characteristics of inelastic demand for changes in income, so they are able to survive in the midst of a crisis because most small businesses, the majority of SME, rely on non-banking finance in the funding aspect. When banking experienced a crisis, SMEs were not affected (Suseno et al., 2005).

In research by Winarni (2006) and Situmorang (2008), problems that are often faced by SMEs emerge, namely lack of capital, difficulties in marketing, a simple organizational structure with some non-standard divisions of work, low management quality, limited human resources, and low quality; mostly does not have financial reports; the legality aspect is weak; and next is the low quality of technology. The result is a weak business network, a limited ability to penetrate the market and diversify the market, an economic scale that is too small, making it difficult to reduce costs, very small profit margins, and, furthermore, SMEs do not have a competitive advantage. (Arief Rahmana et al.).

Empowering human resources is a main problem that is a top priority among other organizational elements such as money (finance) and materials (assets). Law number 20 of 2008 Article 19 concerning development in the field of human resources has been carried out in various ways, including socializing and cultivating entrepreneurship, improving several technical and managerial skills, and establishing and developing educational and training institutions to carry out education, training, counseling, business motivation and creativity, and the creation of new entrepreneurs.

To analyze human resources problems in SME in Ngoro Mojokerto, researchers used the SWOT analysis technique, namely a theory, to identify several factors in formulating business strategies. This analysis is based on a logic that can maximize the elements in the SWOT analysis component itself; these components are strengths and opportunities, but simultaneously can minimize weaknesses and threats. Therefore, there needs to be an important consideration for identification from SWOT analysis (Freddy Rangkuti, 2004).

Strengths and weaknesses exist within an organization, while opportunities and threats are external factors in the sense of the external environment that directly or indirectly have an impact on the organization concerned. Strategic decisions in a business need to have a lot of consideration of internal factors that lie in the ability of entrepreneurs and strategists within the company to be able to maximize the role of each strength factor and utilize opportunities so that it has a role as a tool to minimize several weaknesses that exist in the organization, in addition to reducing the impact of threats that arise and must be faced.
METHOD
Research Methodology and Location

In this research, the researcher will use a type of qualitative research, namely a descriptive approach to research that is systematic, factual, and accurate regarding the facts and characteristics of the research object. The research was carried out in Kutogirang Village, Ngoro District, Mojokerto Regency, and focused on Micro, Small, and Medium Enterprises (SME) corn rice "Yoe Poek." This research will use primary and secondary data. Primary data is data obtained from respondents or informants through direct interviews. Secondary data is sales results data, sales process data, and some supporting data from primary data obtained from several journals and literature studies, as well as other relevant library materials.

RESULTS AND DISCUSSION
SWOT Analysis Strategy

SWOT analysis is a theory that applies several methods that are often used by organizations to find out a brief overall picture related to the organization, including the internal and external environment. The internal environment consists of strengths (S) and weaknesses (W), while the external environment includes opportunities (O) and threats (T). Based on the results of the analysis of the "Yoe Poek" Corn Rice Stall in Kutogirang Village, Ngoro District, Mojokerto Regency, the data obtained from the SWOT analysis in efforts to develop human resources are as follows:

Internal Analysis of Corn Rice SME "Yoe Poek"

1. Strength (Strength)
   a) Instill a sense of family in employees
   b) Employees from the surrounding community and families
   c) Have employee management standards
   d) Innovation, training, and guidance to employees
   e) Welfare (salary system, rewards, compensation, and employee bonuses)
   f) The SME object of local East Java food (local wisdom) is a differentiator
   g) high flexibility (free creativity)
   h) Adaptation, networking capabilities (technology) for synergy and market strengthening.

2. Weakness
   a) Employees lack skills in innovating, especially in terms of technology because the average employee is no longer young.
   b) The financial reporting process is still ordinary manual bookkeeping
   c) HR processes tend to still be manual in using production tools
   d) Erratic job desk
e) limited human resources, technology, fluctuating production quality, no SOPs, low economies of scale (raw material prices affect value)

**External Analysis of Corn Rice SME "Yoe Poek"**

1. **Opportunities**
   a) The corn rice stall "Yoe Poek" is well known throughout the city
   b) Providing welfare to relatives and the surrounding community
   c) Reliable employees will cook typical village dishes
   d) employees from relatives and neighbors so that the level of loyalty is high
   e) The employee's residence is close to the place of business so there is no need for other costs in traveling to work
   f) market modernization, typical Mojokerto culinary tourism
   g) opportunity to get government support to obtain local taxes, service training, halal certification, collaboration between sectors, etc.

2. **Threats**
   a) Employees who do not master technology will lose to competitors
   b) Economic conditions will influence price increases
   c) If there is no further innovation, it will no longer be popular
   d) The capacity of HR regeneration/succession as successors is still in doubt
   e) the entry of global food culture, imported products, young people, their prices are more competitive, regulations, licensing, etc.

**Human Resources Development Strategy**

Based on the SWOT analysis, the Corn Rice UMKM "Yoe Poek" can develop several human resource management (HRM) functions in the business. Starting from the family system for employees, efforts to improve employee welfare, and efforts to regenerate and expand skills for digital marketing. On the other hand, the taste quality is typical of the countryside and yet too many similar competitors can be exploited by internal business owners to increase promotions so as to increase sales and seek to develop a wider target market by marketing via social media or Marketplace.

**CONCLUSIONS AND RECOMMENDATIONS**

**Conclusion**

Based on several data obtained from the field, the analysis that has been obtained is that the internal and external environment that influences Human Resources in the "Yoe Poek" Corn Rice SME using SWOT analysis is as follows:

1. To improve the welfare of employees increase sales and find a wide target market, a marketing strategy via social media or the marketplace is needed.
2. With the existing opportunity or opportunities, business owners can take advantage of it to register the legality of the business to improve the brand image of the "Yoe Poek" Corn Rice SME.

3. The Human Resources development strategy expected from the Corn Rice UMKM "Yoe Poek" is to be able to develop the function of existing human resources in the business, carry out regeneration and skill guidance in terms of cooking and online marketing, with quality taste and the absence of competitors and marketing Business owners can use social media to increase sales and develop a wider target market.

REFERENCE
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